



ELAN

European and Latin American
Technology based Business Network

ELAN Network

www.elannetwork.org



Objective

General Objective in ELAN Network: Increase and diversify the European Union's economic presence in Latin America, by generating sustainable collaboration initiatives among R&I actors in which knowledge is transformed into equitable socio-economic development

Specific Objective ELAN Network: Establish a **European and Latin American** self-sustainable **Network** (ELAN) **of research and innovation (R&I) actors**, in order **to promote lasting partnerships; to share knowledge and generate technology transfer, in particular in areas aligned with European applied research;** and to increase SME competitiveness through the generation of technology-based business opportunities.

It will materialize in alliances, partnerships and technology-based businesses between Europe and Latin America



This project is funded
by the European Union

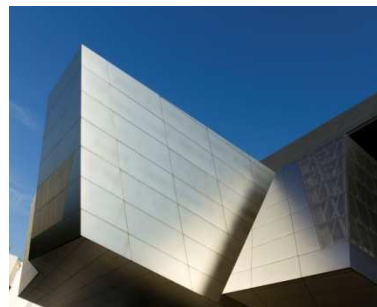


SECTORS

Focused on the following sectors



**RENEWABLE
ENERGY**



NEW MATERIALS



ICT



**BIOTECHNOLOGY
BIOECONOMY**



HEALTH



**ENVIRONMENTAL
TECHNOLOGY**



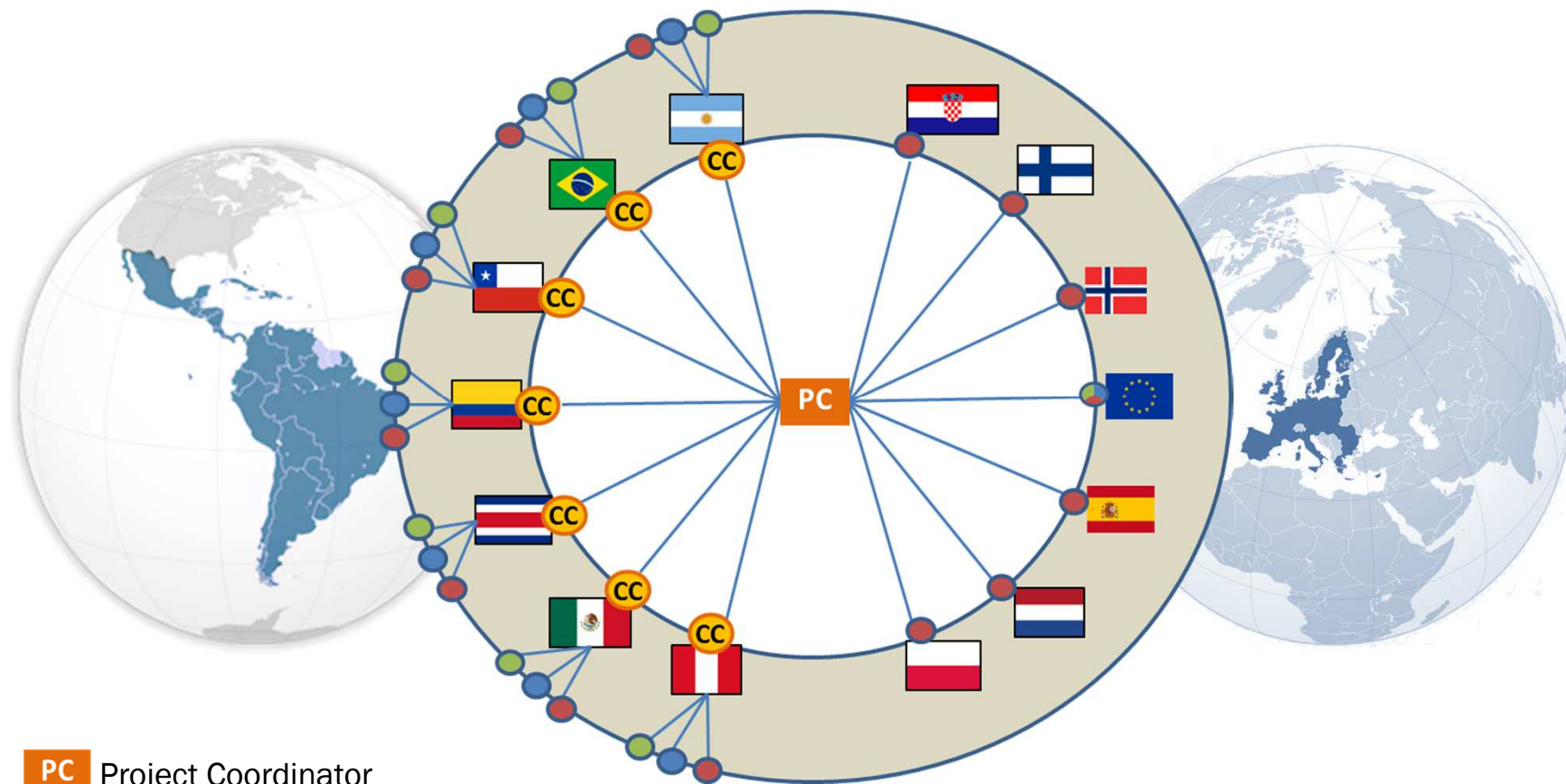
NANOTECHNOLOGY



This project is funded
by the European Union



CONSORTIUM = FIRST MEMBERS OF THE ELAN Network



PC Project Coordinator

CC Country Coordinator

Red Circle Knowledge & Technology Based Organisations (K&T)

Green Circle Business Support Organisations (BSO)

Blue Circle Public Sector



This project is funded by the European Union



CONSORTIUM = FIRST MEMBERS OF THE ELAN Network

European partners



- ERRIN – European Regions Research & Innovation Network
- JIIP – Joint Institute for Innovation Policy
- Ruder Boskovic Institute – Croatia
- SINTEF - Norway
- Technology Partners – Poland
- TNO - Netherlands
- TECNALIA – Spain
- VTT – Finland



This project is funded
by the European Union



CONSORTIUM = STARTING MEMBERS OF THE ELAN Network

LAC partners

K&T

Public Sector

BSO

ARGENTINA



BRAZIL



Faculdade de Ciências Farmacêuticas de Ribeirão Preto - USP



CHILE



COLOMBIA



COSTA RICA



MEXICO



PERU



This project is funded by the European Union

COUNTRY COORDINATOR



TECHNOLOGY-BASED BUSINESS OPPORTUNITIES

WHAT COLLABORATIONS DO WE
WANT TO GENERATE?



TBBO: WHAT COLLABORATIONS DO WE WANT TO GENERATE?

Technology-Based Business Opportunities (TBBO)

- On-going problem in European Research & Development:
 - ⇒ Results just aren't reaching the market nor achieving a social impact !
 - ⇒ This is a shared concern in Latin America
- Some opportunities are “simple” transactions (one-to-one buying and selling)
 - ⇒ BUT, most technology-based business opportunities require the **business case to be developed**
 - ⇒ They require market contrast, pilot tests, business model trial, various risks to be dissipated etc.
 - ⇒ They are usually **co-created** among several actors

**TBBO = technological solution
+ market need**



This project is funded
by the European Union



TBBO: WHAT COLLABORATIONS DO WE WANT TO GENERATE?

Technology-Based Business Opportunities (TBBO)

Technology-based business opportunities come in various forms:

- ⇒ Development of product / technology for a client's particular business challenge
- ⇒ Sale of a product / technology for a market segment
- ⇒ Sale of technological services
- ⇒ Creation of a new technological start-up
- ⇒ Address new geographical markets with a technology adaptation
- ⇒ Set up a new laboratory to offer advanced technological services
- ⇒ Integrate/combine existing technologies to address new market needs



This project is funded
by the European Union



TECHNOLOGY BASED BUSINESS OPPORTUNITIES

HOW ARE WE GOING TO
GENERATE THESE?



TBBO: HOW ARE WE GOING TO GENERATE THESE?

Maturity of the TBBOs:



Generate new TBBO

Objective:

Create new TBBO by bringing different players together and exploiting synergies. Attract new TBBO through antennas.

Bring together:

- Ideas with markets
- Sector with other sector
- Technology with business
- Market with other market

Mature TBBO

Objective:

Consolidate value proposition by dissipating risk.

Dissipate risk by:

- Validating concept
- Verifying market interest
- Acquire Technology
- Partner search

Grow TBBO

Objective:

Grow business by addressing new markets.

Tackling growth with:

- New commercialization channels
- Address new geographical markets
- Cross-border Joint ventures
- Investments for new developments/adaptations
- Mergers and Acquisitions

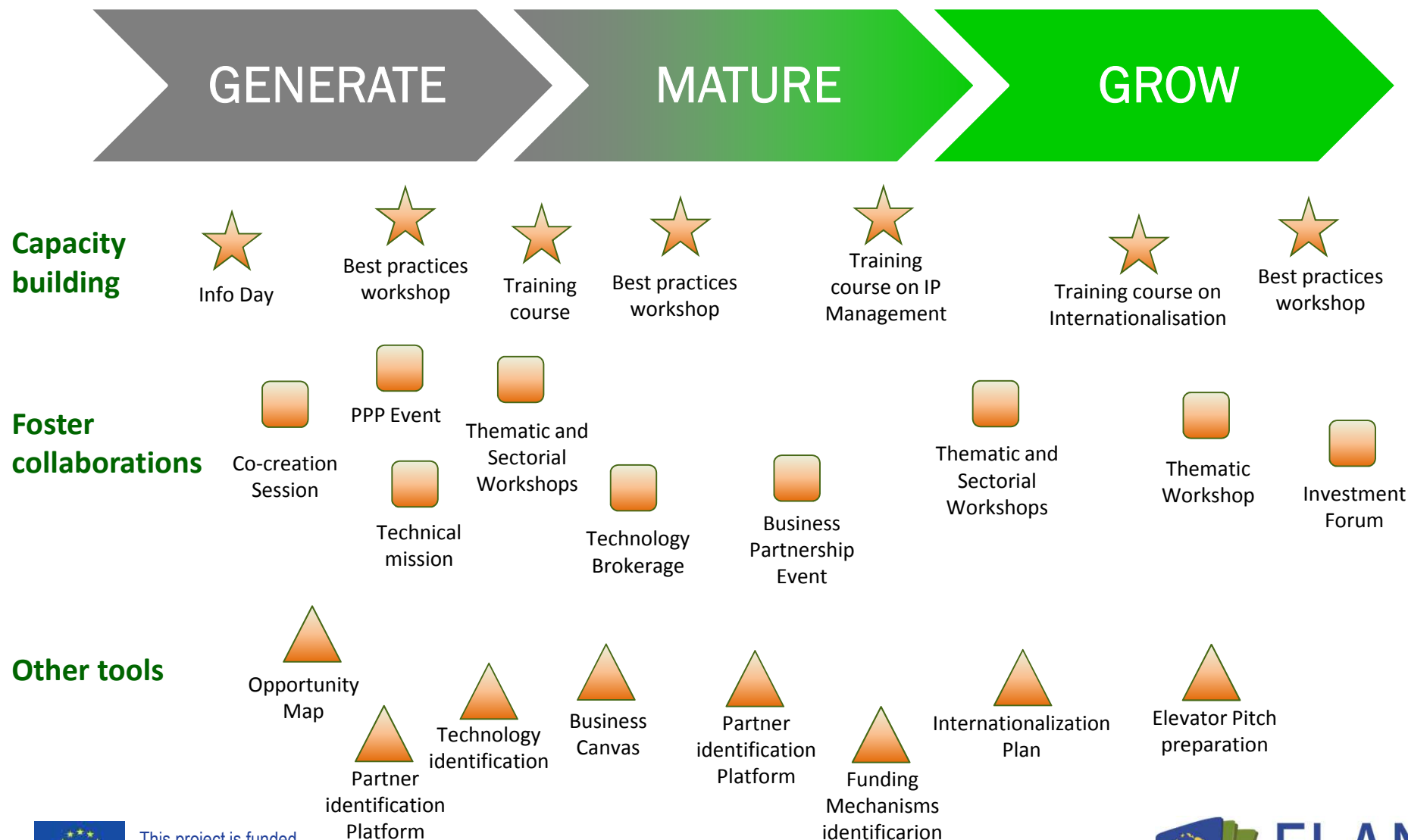


This project is funded
by the European Union



TBBO: HOW ARE WE GOING TO GENERATE THESE?

Activities supporting the generation and development of TBBOs



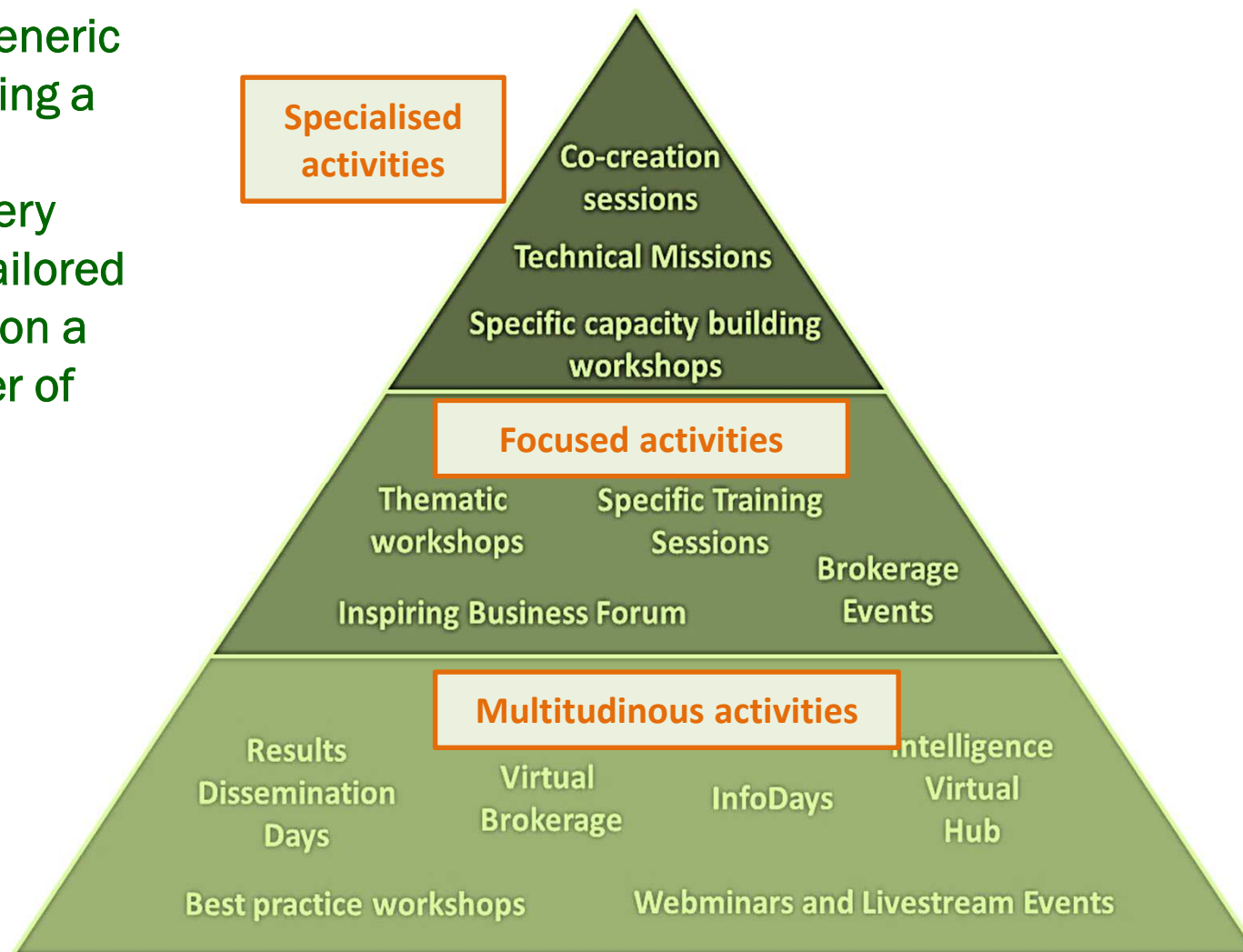
This project is funded
by the European Union



ELAN

TBBO: HOW ARE WE GOING TO GENERATE THESE?

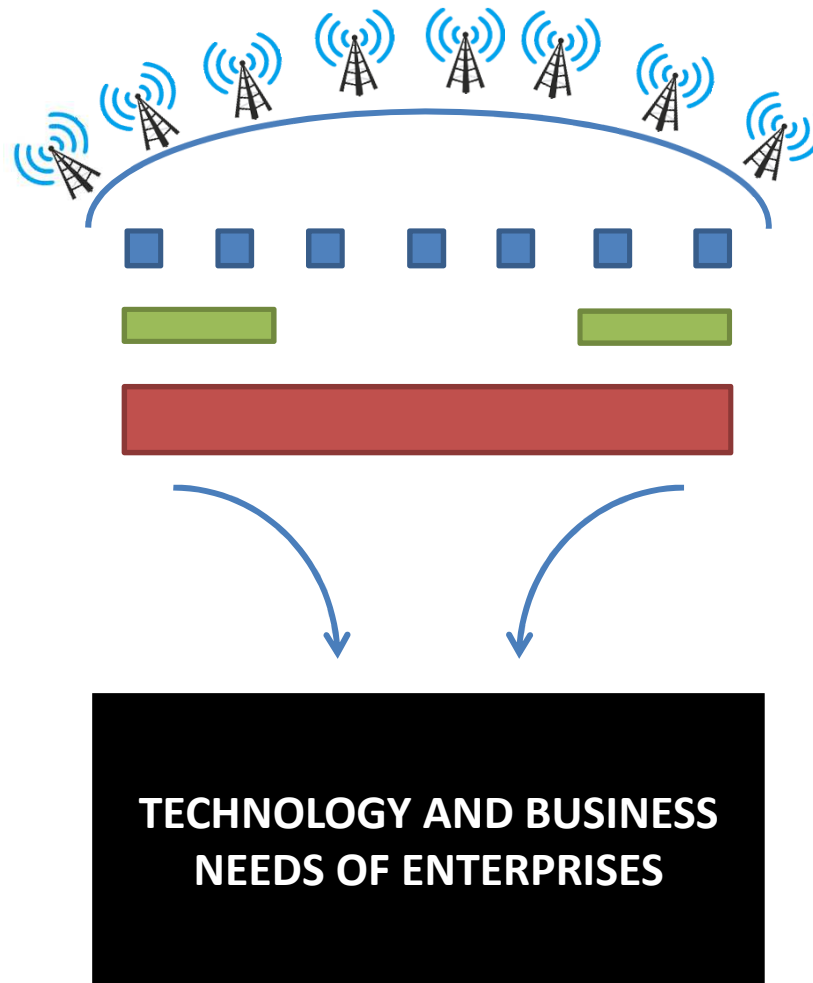
Ranging from generic activities targeting a high number of companies to very specialised & tailored activities focus on a reduced number of SMEs.



This project is funded
by the European Union



TBBO: HOW ARE WE GOING TO GENERATE THESE?



**31 PARTNERS IN THE EU & LAC
THE NETWORK WILL GROW UP TO
~100 MEMBERS**

7 EVENTS / YEAR IN LAC

2 TECHNOLOGICAL MISSIONS / YEAR IN EU

PERMANENT PERSONALIZED ATTENTION

2015-2017 +



This project is funded
by the European Union



2015 EVENTS IN LATINAMERICA

Events in LAC

They have a duration of 3 days and consist of the following sessions:

- ⇒ Co-creation sessions to generate business opportunities, identifying synergies based on the strengths of the participating companies (in principle from various sectors)
- ⇒ Presentations of technological solutions to groups of companies with previously identified common needs
- ⇒ Technology investment forums
- ⇒ Technology Brokerage: explore innovations in combining existing technologies developed for other sectors.
- ⇒ Sessions where business opportunity promoters present their ideas looking for partners and funds to complete their development.
- ⇒ Training sessions and thematic workshops on relevant aspects of technology transfer to other countries



2015 EVENTS IN LATINAMERICA

2015 Event Calendar

OCTOBER						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
NOVEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

COUNTRY

SECTOR



MEXICO

Biotechnology (Health, Environment, Agrifood)



BRAZIL

ICT, Renewable Energy, Environmental Technology



COLOMBIA

ICT, Renewable Energy, Biotechnology & Bioecconomy



CHILE

Renewable Energy



PERÚ

ICT



COSTA RICA

Nanotechnology and Biotechnology



This project is funded
by the European Union



2015 EVENT IN THE EU

ELAN Network organises a Technological Mission in **Brussels 7-11th December**. This will be a unique occasion to gather institutions from the European and Latin American Innovation Ecosystems in the framework of the "**7th European Innovation Summit**" in order to promote networking, sharing experiences and ultimately generate concrete partnerships which lay the foundations for supporting the co-generation and development of TBBOs.

GOALS:

- Boost cooperation between governments of EU and LAC to define and deploy policies and programs of technology and innovation and its transfer to the market
- Create (or lay the foundations to create) programs to support the creation and development of TBBO between SMEs in EU and LAC, e.g. bilateral programs, cooperation programs and exchange programs.
- Identify and coordinate existing programs
- Disseminate and share the actions of the various players involved, promote networking and exchange experiences in this area
- Build Strategic Alliances with a multiplier effect

TARGET AUDIENCES:

- Public administrations of EU and LAC to define and deploy policies and programs of technology and innovation and its transfer to the market
- European Members of Parliament
- Major agents of RIS3 strategies in Europe and LAC regions
- Business support organizations (Chambers, clusters, business associations)
- Technology centers and other entities capable of pulling technology-based businesses



This project is funded
by the European Union





www.elannetwork.org



ELAN

European and Latin American
Business Services and Innovation Network



European Commission
DG International Cooperation and Development
Rue de la Loi 41
1049 Brussels, Belgium
Tel.: +32 2 295 90 30
EuropeAid-PROJECT-ELAN@ec.europa.eu



ELAN

European and Latin American
Business Services and Innovation Network



TECNALIA
Parque Científico y Tecnológico de Bizkaia
Laida Bidea, Edificio 204
E-48170 Zamudio (Bizkaia), Spain
Tel.: +34 946 430 850
info@elannetwork.org



This project is funded by the European Union.